

# MILLER & RHOADS Bids You Welcome

# Fair

# Week

The Largest Department Store in the South

## Our Welcome to Fair Week Visitors

To the thousands of Virginia State Fair visitors, Miller & Rhoads extend a hearty welcome, offering attractions unequalled in all fall lines of merchandise. Every department is resplendent in its fall attire—the spirit of autumn fills the air—and this store of many departments presents a spectacle worthy of your closest attention.

## A Great Attraction

The attractions for Fair Week visitors will be many and varied, but nothing could be of greater interest to a woman than to see this great store—an institution of the City, State and South—filled to over-crowding with the choicest fall merchandise gathered from here, there, everywhere in this country, and abroad.

## See This Store

It is a study in modern merchandising. The fall fashions are correctly depicted, and every Fair Visitor should not leave Richmond without seeing this great establishment.

## Mail Order Dep't

The rapid increase of this department's receipts shows the public's appreciation. Competent people stand as sentinels at every post to see that your order is given every attention. As much, probably more, care is given your demands than if you were shopping here in person. The service is quick, sure and reliable.

## To Err is Human

No store system ever devised is errorless—errors will creep in—and we are here to satisfy you. Any corrections gladly made.

## Shoppers Making Fall Purchases

We have arranged many attractive values in every department of the store for Fair Week. The opportunity is offered out-of-town to make their fall purchases at lesser prices and at the same time secure the Miller & Rhoads quality; follow our advertising during the week.

## Meet Your Friends Here

Use our Rest Rooms and make yourself at home. The fatigue of shopping and sight seeing will be lost sight of in our cozy Rest Rooms. Meet your friends here and enjoy the many little conveniences we've arranged for your comfort.

## In the Restaurant

Most attractive Menus have been prepared for Fair Week. Dainty Club Luncheons are served daily from 12 to 3 p. m. A la Carte orders at other hours. The large Soda Fountain and Candy Department have a well-earned reputation for serving the best at lesser prices. The Restaurant and Fountain are in the Basement.

## Explaining the Wide Popularity and the Remarkable Growth of the Miller & Rhoads Store

From personal observation, made entirely without bias or prejudice, we believe this is the busiest Store in this great Southland. That belief does more than merely gratify us. It serves as a whip to drive our every energy. Public appreciation of our untiring efforts is the hand at the end of the whip.

## Two Reasons for Our Wide-Awake Policy

**First.**—We are under contract—implied, of course, but none the less lenient—to supply our customers' needs. In season and out of season, at the lowest prices.

**Second.**—We are under contract—morally, but none the less definite—to give employment to scores of faithful men and women.

**Now for a Final Point.**—We are on the threshold of another season—we hope to make it the best in years. We have the **Store**, the **Help**, the **Service**, and, last but not least, the **Merchandise**.

## Booth at the State Fair

The Miller & Rhoads Booth at the State Fair will feature Pyrography, the burning of wood; Paintography, painting on terra cotta, and Brass Piercing, crafting on metals, will also be explained. Free instructions of these popular arts in the Art Department, Second Floor of the store, during the Fair Week. Inquire about our elegant prize to be given away for the best Pyrography work exhibited. Register your name.

## Parcels Checked Free

For the convenience of out-of-town patrons and visitors parcels will be checked free of charge at Exchange Desk, 1st floor, rear

Monday's Values  
Advertised  
on Page 5.

## Shopper's Directory to the Miller & Rhoads Store

Four Entrances—Two Entrances on Broad Street; The Men's Corner, 6th and Broad; and North Sixth Street.

## A Brief Outline of the Location of the Many Departments in This Big Store

### First Floor

#### West Entrance, Broad Street.

Notions, Leather Goods, Jewelry and Toilet Goods.  
Hosiery, Gloves, Ribbons, Neckwear.

White Goods, Linens, Toweling and Fancy Linens.

#### East Entrance, Broad Street.

Dress Goods, Silks, Laces, Trimmings, Linings, Patterns.  
Men's Furnishings, in the "Men's Corner."

### Second Floor

Ready-to-wear Suits, Wraps, Waists, Skirts and Furs.  
Corsets, Underwear, Children's and Infants' Wear.

**Hair Goods.**—Ready-to-Wear and Made-to-Order Hair Goods. Shampooing and Hair Dressing in all its branches.

#### Umbrellas.

Fancy Needle Work, Art Pieces, Pyrography, Paintography and Brass Piercing.  
Shoes, for Women and Children.

### Third Floor

Carpets, Rugs, Druggets, Matting, Oriental Rugs and Floor Coverings of every kind.  
**Bedding Supplies.**

Blankets, Comforts, Pillows, Sheets, Pillow and Bolster Cases and Mattresses.

Trunks, Leather Bags, Suit Cases.

Lace Curtains, Draperies, Portieres, etc.

Linoleums, Oil Cloths and Window Shades.

### The Basement

China, Glassware, Silverware, Nickel, Copper and Brassware, Kitchen Supplies, Bric-a-Brac, Cut Glass.

#### The Book and Engraving Dep't

Complete in every way. Books, Stationery, Magazines, and Engraving Dept.

#### The Economy Department

Domestics, Percales, Sheetings, Flannels, Canton Flannels, etc.

The Restaurant and Fountain